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## YOUTH-LED INITIATIVE HELPED 709 FAMILIES BY PROVIDING FOOD ESSENTIALS

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*ARUS Anak Muda, YPOLITICS, StandUp Malaysia and Ninja Van Malaysia have joined forces for Projek Rakyat Kenyang, an initiative to extend a helping hand to vulnerable communities most impacted by the lockdown.*

**Kuala Lumpur, 23 July 2021** - As the pandemic worsens in Malaysia, livelihoods are increasingly at stake. This situation has been incredibly distressing for the nation, particularly families in the B40 group. In recognising the critical issues of hunger, despair and hardship, Projek Rakyat Kenyang was launched by ARUS Anak Muda, YPOLITICS and StandUp Malaysia under the banner of the #BenderaPutih (White Flag) initiative.

Projek Rakyat Kenyang seeks to alleviate the burden of those most impacted by the lockdown in the Klang Valley by providing food essentials. The three youth-led organisations initially aimed to raise RM15,000 within nine days to fund the project.

In total, Projek Rakyat Kenyang has raised RM66,003.42, which is four times their initial goal. As a result, this has allowed them to distribute 709 food boxes so far. With the extra funds raised, they have also added new items into their food boxes, including milk powder and



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sanitary pads, upon request. They will continue to prepare more food boxes for distribution until all collected funds have been spent.

The initiative's spokesperson - Nabil Halimi commented, "The food drive was a tremendous success because of the overwhelming support from fellow Malaysians. However, it also reflected the dire situation citizens are in now due to the pandemic."

Upon hearing this initiative, Ninja Van Malaysia quickly approached Projek Rakyat Kenyang to assist with the doorstep delivery to households in need. "Ninja Van Malaysia is committed to go beyond logistics and do our part in extending a helping hand, especially to the vulnerable communities whose livelihood have been impacted by the pandemic. We're honoured to work with organisations that share the same commitment as we do in delivering quick and meaningful impact to over 700 families," said Fariz Maswan, Sales and Partnership Manager at Ninja Van Malaysia.

This partnership with Ninja Van Malaysia has also significantly reduced logistic costs, allowing more funds to be allocated for essential items in the food boxes, thereby reaching more families in need.

The tremendous support of Malaysians, both at home and abroad, has exhibited a strong sense of community during these trying times, and they are humbled by the support they have received throughout the month of July. Whether it is through the donations they received or the partnership they have formed, Projek Rakyat Kenyang, as well as other #BenderaPutih initiatives, have highlighted the spirit of the hashtags #KitaJagaKita and #KitaAdaKita.

Signed by:

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Untuk sebaran segera

## **709 KELUARGA TERIMA BAKUL MAKANAN, HASIL KERJASAMA ORGANISASI ANAK MUDA BERSAMA NINJA VAN MALAYSIA**

### **KENYATAAN MEDIA BERSAMA**

**Kuala Lumpur, 23 Julai 2021** - Kelangsungan hidup rakyat semakin terkesan berikutan situasi pandemik yang semakin kritikal. Keadaan ini amat membimbangkan buat rakyat Malaysia, terutamanya bagi mereka yang tergolong dalam kelompok B40. Sehubungan dengan itu, melalui usahasama tiga organisasi iaitu ARUS Anak Muda, YPOLITICS dan StandUp Malaysia, Projek Rakyat Kenyang telah dilancarkan sebagai tanda keprihatinan dan solidariti kepada rakyat Malaysia yang terkesan.

Inisiatif ini bertujuan untuk meringankan beban mereka yang terputus punca pendapatan atau bekalan makanan sepanjang pelaksanaan tempoh Perintah Kawalan Pergerakan di seluruh Lembah Klang. Projek Rakyat Kenyang mensasarkan RM 15,000 untuk diraih menerusi hasil sumbangan orang awam dalam tempoh sembilan (9) hari. Namun begitu, atas sokongan rakyat Malaysia, Projek Rakyat Kenyang telah berjaya meraih sebanyak RM 66.003.42, iaitu empat kali ganda jumlah sasaran awal.

Sehingga hari ini, sumbangan ini telah berjaya disampaikan kepada 709 buah keluarga di seluruh Lembah Klang dan akan diteruskan sehingga kesemua wang sumbangan telah digunapakai. Selain itu, menerusi lebihan sumbangan yang diraih, penambahan barangan seperti susu tepung dan tuala wanita juga dapat diberikan keluarga yang memerlukan.

Jurucakap Projek Rakyat Kenyang, Nabil Halimi berkata, "Inisiatif bakul makanan ini merupakan satu kejayaan besar hasil sumbangan dan sokongan rakyat Malaysia yang prihatin. Walau bagaimanapun, keadaan ini menunjukkan bahawa semakin ramai rakyat Malaysia yang terkesan akibat daripada pandemik ini".

Inisiatif ini juga telah mendapat perhatian syarikat logistik, Ninja Van Malaysia untuk berkolaborasi selaku rakan strategik dalam menguruskan proses penghantaran bakul makanan sepanjang tempoh inisiatif ini berlangsung. Menurut Fariz Maswan, Ketua Jualan dan Pemasaran Ninja Van Malaysia, "Ninja Van Malaysia sentiasa komited dalam memainkan peranan selaku syarikat korporat, melangkaui khidmat logistik, dengan menawarkan bantuan dan sokongan kepada golongan yang terkesan sepanjang pandemik ini. Kami juga berbesar hati kerana dapat menjayakan inisiatif ini bersama-sama organisasi anak muda yang berkongsi



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aspirasi dan harapan yang sama dalam memastikan bantuan dapat disampaikan kepada seramai mungkin keluarga yang terkesan”.

Kerjasama strategik bersama Ninja Van Malaysia ini bukan sahaja telah membantu mengurangkan kos pengurusan logistik tetapi juga telah memberi peluang kepada Projek Rakyat Kenyang untuk menyampaikan sumbangan kepada lebih ramai keluarga yang memerlukan. Inisiatif ini tidak dapat dijayakan tanpa sumbangan dan sokongan semua pihak, terutamanya rakyat Malaysia yang berada di dalam dan di luar negara. Sokongan ini juga telah membuktikan bahawa semangat kebersamaan dan kekitaan rakyat Malaysia yang kukuh.

Kenyataan Bersama:

1. ARUS Anak Muda
2. YPOLITICS
3. StandUp Malaysia
4. Ninja Van Malaysia